

An emergency room medical treatment guiding sign board graphic design proposal study for an effective medical treatment of emergency room patients

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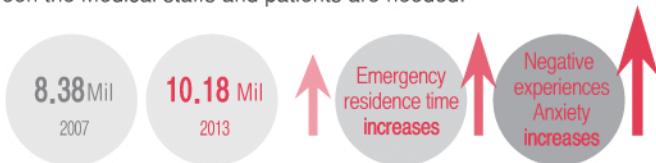
1. Introduction

As the modern society experiences rapid economic growth along with urbanization and industrialization, the number of traffic accidents, industrial disasters, various drug addicts and patients with acute disease increase. In the similar context, as the population swiftly ages, disease like cerebrovascular and cardiovascular diseases are becoming more common. Especially, the implementation of the Saturday-off working day would expand people to spend more leisure time which caused increasing number of injured patients due to traffic accidents. By this, there is an increasing demand of emergency medical service which is suffering from the overpopulation. The overpopulation of emergency room extends the duration of patients' stay and aggravates the work loads of emergency medical resources. As the waiting time delays and the lack of medical staffs confuses patients with the high expectations, frictions between medical staffs and patients could be a potential factor that leads to a physical fight.



2. Problem in the emergency room

To investigate the inconvenience and complaints of patients using the emergency room, the interview was performed. The result showed that the most complaints were from the attitudes of medical staffs dealing with emergency patients. The attitudes were 'got angry' (40%), 'ignored' (33.3%), 'showed irritation' (15.5%), and 'expressed the tiredness' (11.2%). The next most complaint was the emergency room waiting time delay. Therefore, to have an effective treatment and to increase the satisfactions for patients, improved communications between the medical staffs and patients are needed.

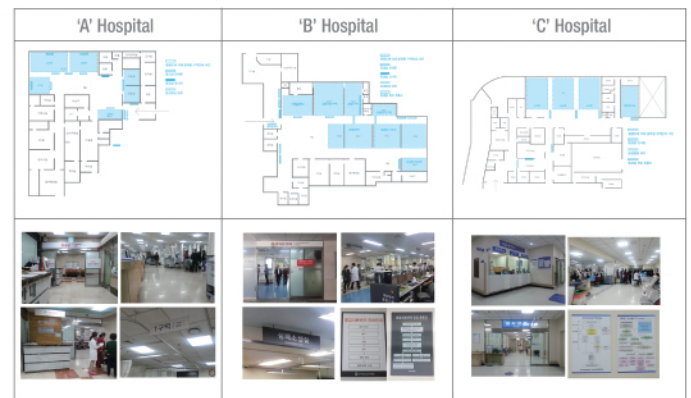


Accordingly, the study suggests an emergency room medical treatment guiding sign board graphic design to improve the role of mediating the communications between patients and medical staffs, and positively affect on treatment time and effective treatment as the psychological factors.

3. Comparative Analysis of the emergency room.

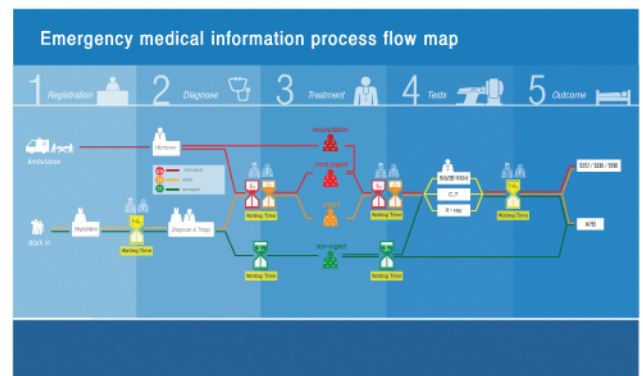
To understand the flow of emergency room treatment, service safaris method was used for observation study to record the patients image from the register to the discharge. With the shadowing method as a

service design measure, emergency room tracing of 20 or older adult patients among the emergency room patients were tracked. Two emergency rooms in Busan area and one emergency room in Kyungnam area were investigated for the case study of emergency room treatment guidance. In 'A' hospital, the information board only contained words and no single images which seemed to be hard to understand clearly in emergency state. In 'B' hospital, the information was printed in paper and posted on the wall which was very inconvenient for patients. 'C' hospital did not have any information board for emergency rooms.



4. Design proposal

Based on the result of the case study, future improvements and general hospital emergency room graphic service design were suggested by using bold white letters on dark blue-ish background board for psychological comfort and enhanced readability. In addition, pictographics were developed to be shown on the board along with the informing words.



5. Conclusion

The findings suggest to relieve the lack of communications between medical staffs and patients, to reduce the confusion for patients and guardians to find emergency rooms through manufactured guiding board, to improve the emergency room treatment environment, and to have an effective treatment and psychological comfort.